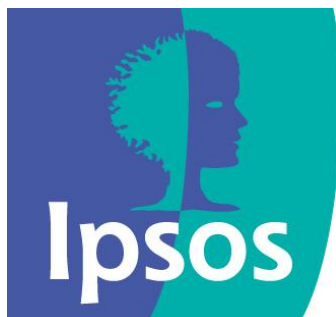


Ipsos Pays it Forward to Local Charities

Ipsos in Vancouver Raises \$14,000 through Charitable Initiatives

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With offices in 86 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 billion (2 274 M\$) in 2013.

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Vancouver, BC – Making a difference close to home has always been a key commitment at Ipsos. After a year of fundraising activities – which raised a total of \$14,000 – Ipsos is proud to be able to give back to the community by donating the funds to four locally-minded charities.

Ipsos employees volunteered their time and efforts by participating in a number of creative events, such as bake sales, auctions, raffles, bingo, and a chili cook-off, to name but a few. The event that raised the highest funds was the silent auction, where staff showcased their talents for fellow employees to bid on, including tickets to a Canucks game and complimentary coffee delivery. This year also marked the first year of GivingTuesday, an initiative that Ipsos helped start, which is a designated day for giving back to the community.

"Being good corporate citizens has always been a part of our ethos. And just one way we are fulfilling this is through a deep commitment to the Canadian charitable sector," says Michael Rodenburgh, Executive Vice President of Ipsos in Western Canada. "The results are incredible. These activities play a part in empowering those less fortunate, and also give our team an opportunity to connect and have some fun."



The four charities chosen for the 2013 fundraising period include:

- **BC Children's Hospital Foundation** – an organization that supports specialized and expert care for the province's most seriously ill or injured children.
- **BC SPCA** – a society dedicated to protecting and enhancing the quality of life for domestic, farm and wild animals in British Columbia.
- **Covenant House Vancouver** – a service for young people between the ages of 16 and 24 who either have willingly fled physical, emotional and/or sexual abuse or those who have been forced from their homes.
- **Women Against Violence Against Women** – an organization that provides sexual assault support services to women 14+ years in Greater Vancouver.

Funds raised were done so through the Ipsos Charity Trust, a charitable giving initiative set up by Ipsos in Canada to fund worthwhile causes in local communities. This year-round fundraising program is supported by the company and employees in each office across the country through a series of activities.

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